

Clean Cities Program Plan Helpful Hints

The two best resources for coalitions preparing a Clean Cities program plan are a DOE Regional Clean Cities Program Manager and the *Roadmap to Clean Cities*. Contact information for each of the DOE Regional Office representatives can be found on the Clean Cities Web site at www.ccities.doe.gov/contacts/regional/shtml. The *Roadmap* is also available on the Clean Cities Web site at www.ccities.doe.gov/roadmap/shtml.

Here are a few *Roadmap* highlights to keep in mind when putting your coalition's plans on paper:

Background: This is the opportunity to boast about all the great things your coalition has done since its inception. Be sure to include the following:

- How did the group get together – what sparked the interest in Clean Cities?
- Who are the primary market players in the area? Which stakeholders operate the most vehicles? Who has led the infrastructure effort? Who has been the most active in public outreach?
- What has the coalition accomplished so far? Brief descriptions of coalition projects and other successes should be included.
- What is unique to the area? Don't assume we know – please include everything!

Current and Projected AFVs/Refueling Sites: Increasing the number of AFVs on the road is the primary goal of the Clean Cities Program – coalition program plans should reflect this priority. Further, a Clean Cities designation is awarded in recognition of a coalition's demonstrated commitment to AFV market development. One of the most important components of that demonstrated commitment is the current and continued use of AFVs in stakeholder fleets. Clean Cities coalitions are required to have at least 100 AFVs in stakeholder fleets to support public refueling, but the numbers must also reflect the population and geographic size of the area served by the coalition. The vehicle and refueling site charts are therefore two of the more important elements of the plan – they clearly illustrate the local situation and the stakeholders' commitment to developing the AFV market. As such, please try to make the charts as clear and as easy to follow as possible – stakeholders and EPACT fleets should be identified, and distinctions between light-, medium-, and heavy-duty vehicles should be clear.

Vehicle and station projections should be at least five years in the future and should be based on specific stakeholder commitments. Best estimates or wish lists are helpful, but specific commitments are a better gauge of potential success and indication of which organizations are truly on board with the coalition's plan.

Goals: Clean Cities coalition goals should reflect the national program priorities (remember: the number one priority is to increase the use of AFVs and alternative fuel). The other focus areas, described in Appendix C of the *Roadmap*, include fleet/stakeholder identification and recruitment, public outreach, AFV legislation, and fund raising. Coalitions should note that specific and quantifiable goals are the best way to measure success (for example: increase the number of AFVs by 75% by 2005).

Objectives: This is often a trouble spot for coalitions. The objectives are a way for the National Clean Cities staff to learn about what your coalition plans to do, and the more detail, the better. The objectives are the heart of the plan and outline the coalition's specific plan of action. What are the steps working groups and stakeholders will take to reach their goal? Who will be responsible for doing what? If the coalition plans to develop a public outreach campaign, what are the elements of the campaign? Will it include a newsletter? Who is the target audience? Avoid words like "encourage" or "support" unless an additional explanation is included to define exactly what they mean. For example, if the objective is to encourage fleets to purchase OEM AFVs, how will the coalition do that? Will stakeholder X coordinate one-on-one meetings for fleets with OEM representatives and a local fuel provider? If the objectives do not answer the "how?" or "who?" questions they should be revised to include additional detail. The more specific the plan of action, the easier it is to move forward and implement ideas in the long run.

"Must Have" Lists: (1) *EPACT Fleets* – be sure to include, by name, the fleets in your area that must comply with EPACT mandates. This can easily be done on the vehicle summary chart. (2) *Stakeholder Information* – who are the active members of the coalition and how can they be reached? Names, organizations, phone/fax numbers, and E-mail addresses should be included. A brief description of the organization and what it brings to the Clean Cities table is also helpful, particularly if the company's name does not clearly indicate its mission.